

2. **(Twice Amended)** A method of controlling the transmission of one of data and control signals by one of a broadcast and a cablecast transmitter station, said transmitter station comprising at least one signal generator for embedding a unit of data in an information transmission; at least one transmitter for transmitting one of a broadcast and a cablecast information transmission; and at least one of a processor, a controller, and a computer for at least one of controlling the communication of information to and the embedding of information at said signal generator, said method comprising the steps of:

E1 embedding at least one of first data and a first control signal in said information transmission;]

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communicating said information transmission to said transmitter;

transmitting said information transmission to a remote receiver station in said one of a broadcast and a cablecast information transmission;

receiving an instruct-to-embed signal from at least one remote transmitter station; and

causing said signal generator to cease embedding said at least one of first data and a first control signal in response to said instruct-to-embed signal;

causing said signal generator to embed at least one of second data and a second control signal in said information transmission.]

E2 3. **(Three Times Amended)** A method of controlling the transmission of one of data and control signals by one of a remote broadcast and a remote cablecast transmitter station, said one of a remote broadcast and a remote cablecast transmitter station comprising at least one receiver for receiving one of a broadcast and a cablecast information transmission from an origination transmitter station; at least one signal generator for embedding data in said one of a broadcast and a cablecast information transmission; at least one transmitter for transmitting said one of a broadcast and a

cablecast information transmission; and at least one of a processor, a controller, and a computer for controlling at least one of 1) the communication of one of a broadcast and a cablecast information transmission to and 2) the embedding of information at said signal generator, comprising the steps of:

- (1) receiving said one of a broadcast and a cablecast information transmission at said origination transmitter station;
- (2) generating an instruct-to-embed signal effective to cause said one of a broadcast and a cablecast transmitter station to cease embedding at least one of first data and a first control signal, and embed at least one of second data and a second control signal in said broadcast or cablecast information transmission; and
- (3) transmitting said one of a broadcast and a cablecast information transmission and said instruct-to-embed signal.

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4. **(Three Times Amended)** A method of controlling the transmission of one of data and control signals by one of a remote broadcast and a remote cablecast transmitter station, said one of a remote broadcast and a remote cablecast transmitter station comprising at least one receiver for receiving information from an origination transmitter station; at least one signal generator for embedding a unit of data in information to be transmitted; at least one transmitter for transmitting one of a broadcast and a cablecast information transmission; and at least one of a processor, a controller, and a computer for controlling at least one of the communication of information to and the embedding of information at said signal generator, comprising the steps of:

- (1) receiving said information to be transmitted;
- (2) receiving an instruct signal which is effective to at least one of:
 - (a) cause said transmitter station to generate an instruct-to-embed signal effective to cause said one of a broadcast and a cablecast transmitter station to cease embedding at least one of first data and a first control signal, and embed

✓ at least one of second data and a second control signal in said one of a broadcast and a cablecast information transmission; and

GA (b) cause a receiver station to generate an instruct-to-embed signal effective to cause said one of a broadcast and a cablecast transmitter station to cease embedding at least one of first data and a first control signal, and embed at least one of second data and a second control signal in said one of a broadcast and a cablecast information transmission;

(3) receiving a transmitter control signal which operates at said transmitter station to communicate said instruct-to-embed signal to said at least one transmitter at said transmitter station; and

(4) transmitting said one of a broadcast and a cablecast information transmission, said instruct-to-embed signal and said transmitter control signal.

5. (Amended) The method of claim 2, wherein said at least one of first data and a first control signal is generated at said remote receiver station.

6. (Amended) The method of claim 2, wherein said at least one of first data and a first control signal is generated at said remote transmitter station.

CB 7. (Amended) The method of claim 2, wherein said step of causing said signal generator to embed at least one of second data and a second control signal in said information transmission further comprises one of increasing and decreasing the size of the portion of said information transmission in which said at least one of second data and a second control signal is embedded.

8. (Amended) The method of claim 2, wherein said step of causing said signal generator to cease embedding said at least one of first data and a first control signal

in response to said instruct-to-embed signal further comprises one of increasing and decreasing the size of the portion of said information transmission in which said at least one of first data and a first control signal is embedded.

83 9. (Amended) The method of claim 2, wherein said at least one of first data and a first control signal operates at said remote receiver station to generate a series of complete video images for said information transmission by processing said first control signal.

10. (Amended) The method of claim 2, wherein a synchronizing instruction synchronizes processing of code by a plurality of processors at said remote receiver station, said method further comprising the step of transmitting at least one of said synchronizing instruction and said code.

11. (Amended) The method of claim 2, further comprising the step of transmitting at least one of a program instruction set and a combining synch command in at least one of said first control signal and said second control signal.

Please cancel claim 12.

84 13. (Amended) The method of claim 2, further comprising the step of transmitting at least one of a data module and a meter-monitor segment in at least one of said first data and said second data.

14. (Unchanged) The method of claim 2, wherein said information transmission includes a television programming transmission, said method further comprising the steps of:

receiving said television programming transmission from said at least one remote transmitter station; and

communicating said television programming transmission to said signal generator.

15. (Unchanged) The method of claim 14, further comprising the step of detecting said instruct-to-embed signal in said television programming transmission.

16. (Unchanged) The method of claim 14, further comprising the step of storing said television programming transmission for a period of time before communicating said television programming transmission to said signal generator.

17. (**Amended**) The method of claim 2, wherein at least one of said first data and said second data serve as basis, at said remote receiver station, for completing of at least one of video programming and audio programming.

18. (**Amended**) The method of claim 17, further comprising the step of including in at least one of said first control signal and said second control signal at least one processor which operates to deliver at least some of said at least one of said first data and said second data at at least one of a video display device and an audio speaker.

19. (**Amended**) The method of claim 17, wherein said at least one of said first data and said second data is transmitted in a code portion of said one of a broadcast and a cablecast information transmission, said method further comprising the step of transmitting only some of said at least one of video programming and audio programming in a different portion of said one of a broadcast and a cablecast information

transmission, said only some of said at least one of video programming and audio programming to be completed at said remote receiver station.

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20. (Amended) The method of claim 2, wherein said remote receiver station assembles information received in said one of a broadcast and a cablecast information transmission, said method further comprising the step of including higher language code in at least one of said first data, said second data, said first control signal, and said second control signal.

21. (Unchanged) The method of claim 20, further comprising the step of transmitting assembly language code.

22. (Amended) The method of claim 2, wherein at least one of (1) said step of embedding said at least one of first data and a first control signal and (2) said step of causing said signal generator to embed said at least one of second data and a second control signal is performed in accordance with a schedule, said method further comprising the step of storing said schedule.

23. (Unchanged) The method of claim 22, further comprising the steps of: receiving said schedule from said at least one remote transmitter station; and communicating said schedule to said at least one of a processor, a controller, and a computer.

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24. (Amended) The method of claim 3, wherein said step of causing said one of a broadcast and a cablecast transmitter station to embed at least one of second data and a second control signal in said information transmission further comprises one of increasing and decreasing the size of the portion of said one of a broadcast and a

cablecast information transmission in which said at least one of second data and a second control signal is embedded.

25. (Amended) The method of claim 3, wherein said step of causing said one of a broadcast and a cablecast transmitter station to cease embedding said at least one of first data and a first control signal in response to said instruct-to-embed signal further comprises one of increasing and decreasing the size of the portion of said one of a broadcast and a cablecast information transmission in which said at least one of first data and a first control signal is embedded.

26. (Amended) The method of claim 3, wherein said at least one of first data and a first control signal operates at a remote receiver station to generate a series of complete video images for said one of a broadcast and a cablecast information transmission by processing said first control signal.

27. (Unchanged) The method of claim 3, wherein said one of a broadcast and a cablecast information transmission includes a television programming transmission, said method further comprising the steps of:

receiving said television programming transmission at said origination transmitter station; and

transmitting said television programming transmission to said one of a remote broadcast and a remote cablecast transmitter station.

28. (Unchanged) The method of claim 27, further comprising the step of embedding said instruct-to-embed signal in said television programming transmission.

29. (Unchanged) The method of claim 27, wherein said one of a remote broadcast and a remote cablecast transmitter station stores said television programming transmission for a period of time before transmitting said one of a broadcast and a cablecast transmission, said method further comprising the step of transmitting an instruction which is effective at said one of a remote broadcast and a remote cablecast transmitter station to store said television programming transmission.

88 30. (Amended) The method of claim 3, wherein said one of a remote broadcast and a remote cablecast transmitter station generates an instruct-to-embed signal effective to cause said one of a broadcast and a cablecast transmitter station to cease embedding at least one of first data and a first control signal, and embed at least one of second data and a second control signal in said broadcast or cablecast information transmission in accordance with a schedule, said method further comprising the step of transmitting said schedule.

31. (Unchanged) The method of claim 3, further comprising the step of embedding said instruct-to-embed signal in said broadcast or cablecast information transmission.

89 32. (Amended) The method of claim 4, wherein said step of said one of a broadcast and a cablecast transmitter station to embed at least one of second data and a second control signal in said one of a broadcast and a cablecast information transmission further comprises one of increasing and decreasing the size of the portion of said one of a broadcast and a cablecast information transmission in which said at least one of second data and a second control signal is embedded.

33. (Amended) The method of claim 4, wherein said step of causing said one of a broadcast and a cablecast transmitter station to cease embedding said at least one of first data and a first control signal in response to said instruct-to-embed signal further comprises one of increasing and decreasing the size of the portion of said one of a broadcast and a cablecast information transmission in which said at least one of first data and a first control signal is embedded.

34. (Amended) The method of claim 4, wherein said at least one of first data and a first control signal operates at said remote receiver station to generate a series of complete video images for said one of a broadcast and a cablecast information transmission by processing said first control signal.

35. (Unchanged) The method of claim 4, wherein said one of a broadcast and a cablecast information transmission includes a television programming transmission, said method further comprising the steps of:

receiving said television programming transmission at said origination transmitter station; and

transmitting said television programming transmission to said one of a remote broadcast and a remote cablecast transmitter station.

36. (Unchanged) The method of claim 35, further comprising the step of embedding said instruct-to-embed signal in said television programming transmission.

37. (Unchanged) The method of claim 35, wherein said one of a remote broadcast and a remote cablecast transmitter station stores said television programming transmission for a period of time before transmitting said one of a broadcast and a cablecast transmission, said method further comprising the step of transmitting an